

Message Text

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TO AMEMBASSY LONDON PRIORITY

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E.O. 11652: N/A

TAGS: BEXP UK

SUBJECT: EXPORT PROMOTION QUESTIONNAIRE

1. OFFICE OF ECONOMIC RESEARCH IN COOPERATION WITH BUREAU OF INTERNATIONAL COMMERCE IS UPDATING AND EXPANDING TWO PREVIOUS STUDIES ON COMPARATIVE EXPORT PROMOTION. SHORT DEADLINE IS REGRETTEED, BUT YOUR TELEGRAPHIC REPLY REQUIRED BY JANUARY 4, TO ALLOW PREPARATION COMPARATIVE REPORT FOR OMB.

2. PUBLICATION DATE OF THE LAST COMPARATIVE EXPORT PROMOTION STUDY WAS JULY 1971. WHAT ORGANIZATIONAL CHANGES, CHANGES IN EMPHASIS, REVISIONS, DELETIONS OR ADDITIONS HAVE BEEN MADE IN OVERALL EXPORT PROMOTION PROGRAM OF UK SINCE JULY 1971? WHAT WERE MOTIVATIONS FOR CHANGES? PLEASE DESCRIBE AS FULLY AS POSSIBLE ANY NEWLY INSTITUTED PROGRAMS, OR THOSE PROGRAMS WHICH HAVE BEEN RADICALLY REVISED. HOW SUCCESSFUL HAVE NEW PROGRAMS BEEN? HOW HAS DEGREE OF SUCCESS BEEN MEASURED?

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3. TO WHAT EXTENT HAVE EXPORT PROMOTION PROGRAMS BEEN PLANNED AGAINST GOALS OR PERFORMANCE STANDARDS CURRENTLY APPLIED TO EACH EXPORT PROMOTION TECHNIQUE AND FOR THE OVERALL PROMOTION PROGRAM?

4. ARE PROGRAMS MONITORED AND/OR EVALUATED AGAINST PREDETERMINED GOALS? HAVE PROGRAMS SUCCEEDED WHEN EVALUATED AGAINST THESE GOALS? WHAT EVALUATION DATA IS AVAILABLE? IF ANY, PLEASE SUPPLY.

5. ARE REGIONAL, LOCAL, OR CITY GOVERNMENTS ACTIVE IN EXPORT PROMOTION? WHAT KINDS OF TECHNIQUES ARE USED ON LOCAL LEVEL? ARE THEY DESIGNED TO COMPLEMENT NATIONAL PROGRAMS? IS THERE ANY COORDINATION BETWEEN EXPORT PROMOTION PROGRAMS ON THE VARIOUS LEVELS OF GOVERNMENT? WHAT KINDS OF GOVERNMENTAL LINKAGES EXIST FOR EXPORT PROMOTION? ARE THE REGIONAL AND/OR LOCAL PROGRAMS EFFECTIVE? PLEASE SUPPLY ANY DATA AVAILABLE ON PROGRAM EFFECTIVENESS.

6. IN A-1196 OF AUGUST 1972 THE ROLE OF BOTB, ACCORDING TO LORD THORNEYCROFT, IS DISCUSSED. ONE OF THREE BROAD AREAS IS TO "WORK OUT WITH INDUSTRY LONG-TERM STRATEGIC APPROACH TO OVERSEAS TRADE EXPANSION, INCLUDING ESTABLISHMENT OF PRIORITIES FOR PRODUCTS AND MARKETS AND DEVELOPMENT OF GOVERNMENT'S RESOURCES IN SUPPORT OF TRADE PROMOTION." WHAT ARE LONG-TERM STRATEGIES FOR SPECIFIC MARKETS AND PRODUCTS? TO WHAT EXTENT WAS PRIVATE INDUSTRY INVOLVED IN ESTABLISHING THESE TARGETS?

7. HAS THE PILOT PROGRAM TO SUBSIDIZE OVERSEAS ADVERTISING COSTS OF EXHIBITION ORGANIZERS BEEN MEASURED FOR EFFECTIVENESS TO DATE?

8. HAVE THE REGIONAL FIELD OFFICES BEEN BEEFED UP, AS WAS ANTICIPATED AFTER RELEASE OF TASK FORCE REPORT?

9. ALTHOUGH IT IS REALIZED THAT DTE-BOTB EXPORT PROMOTION TECHNIQUES ARE CONCENTRATED ON EXPERIENCED EXPORTERS, SOME RESEARCH SOURCES ALLUDED TO CONCEPT OF "CLIENT RESPONSIBLE OFFICER" FOR DEALINGS WITH NEW-TO-UNCLASSIFIED

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EXPORT FIRMS. PLEASE ELABORATE, IF POSSIBLE, ON THIS CONCEPT.

10. HAS MARK III EIS SYSTEM BECOME OPERATIONAL? IF SO, WHAT SPECIFIC BENEFITS HAS ITS EXISTENCE GENERATED? HAVE ANY FORMAL OR INFORMAL COST-EFFECTIVENESS OR BENEFIT STUDIES OF MARK III BEEN MADE? IS THE EIS STILL "THE MOST ADVANCED AND SOPHISTICATED NATIONAL TRADE PROMO-

TION TOOL CURRENTLY AVAILABLE IN EXPORT PROMOTION," AS WAS
STATED IN A-1272 OF AUGUST 1972?

11. THIS OFFICE IS INTERESTED IN THE EXTENT TO WHICH
RECOMMENDATIONS F THE PLOWDEN AND DUNCAN REPORTS AND
TASK FORCE REPORT HAVE BEEN IMPLEMENTED. STATE ALL
SPECIFIC EXAMPLES POSSIBLE, ESPECIALLY THOSE WHICH HAVE
AFFECTED CHANGES SINCE JULY 1971.

12. ARE THERE ANY RESULTS AVAILABLE FROM A SURVEY
COMMISSIONED BY BOTB TO A PRIVATE CONSULTING FIRM TO
ANALYZE NON-EXPORTING, OR RARELY EXPORTING FIRMS
AND THEIR ATTITUDES TOWARDS EXPORTING?

13. PLEASE SUPPLY INFORMATION ON THE CITY OF LONDON
SEMINAR HELD IN KUWAIT AND ANY OTHER EFFORTS TO PROMOTE
INVISIBLE EXPORTS.

14. HAS THE WORKING GROUP, HEADED BY DR. I. NADDOCK,
TO REVIEW INDUSTRY AND TECHNOLOGY FOR INNOVATION AND
EXPORTS RELEASED ANY FINDINGS OR PROPOSALS TO DATE? KISSINGER

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